



Seven Keys to A Proactive Sales Culture

By Jack Daly

1. **The Big Three**

- Vision
- Key People, Key Spots
- Culture

2. **Change is Constant, and Constantly Accelerating.**

- What's on your "Proactive" Change Agenda?

3. **Training is a Process, Not an Event.**

- Build It "Inside" Your Company.

4. **Systems Ensure Consistent Recognition.**

- How Many On Your Team Are "Overly Recognized"

5. **Communication Is A Two-Way Street.**

- Talking and Listening.

6. **Recruiting Is Proactive.**

- Culture First, Experience Second.

7. **Start 'Em Right.**

- Celebration.